

ME&O CONSENSUS PROJECT FINDINGS

Y4 JCAP Meeting

January 9th, 2020



Opinion **Dynamics**

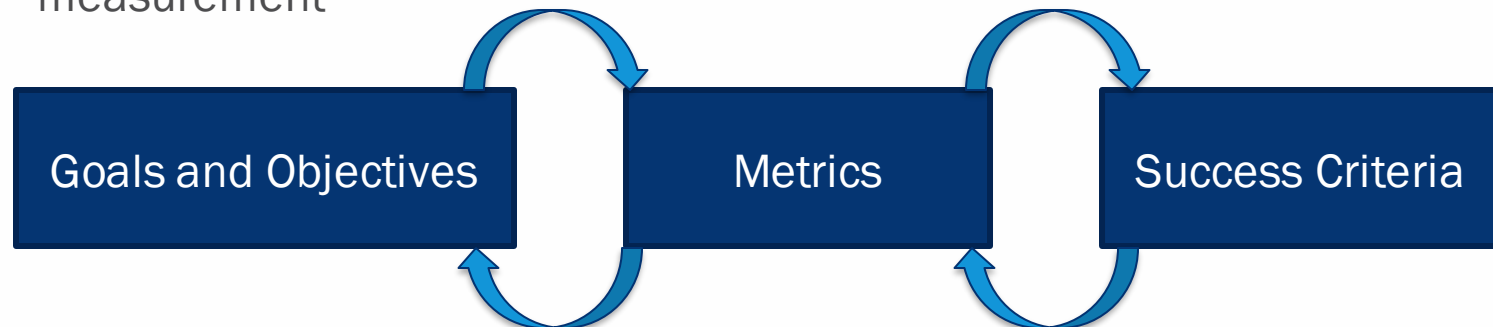


Study and Presentation Objectives

- This study was designed to try and establish consensus among ME&O experts and key stakeholders around the metrics and success criteria that should be used to assess the performance of ME&O campaigns in California
- The goal of today's presentation is to:
 - Share key findings from the study that are worth consideration in the context of the Y4 planning process

Study Objectives and Research Activities

- Through this study, we sought to:
 - Determine whether stakeholders could reach consensus on a core set of metrics and success criteria to assess the effectiveness of CA ME&O efforts
 - Develop guidance/a framework for the evaluation of CA ME&O efforts moving forward
- Core research activities included:
 - In-depth review of marketing literature and in-depth interviews with key CA ME&O stakeholders and marketing industry experts
 - Delphi Panel designed to facilitate discussion between ME&O stakeholders and marketing experts, and build consensus around ME&O performance measurement










Key Findings & Implications

ME&O Metrics



Prioritized Campaign Objectives

Campaign Objectives	Relevant Campaign	Average Rank	
Increase participation in local and regional energy efficiency and demand response programs	SW and PA	4.6	
Build awareness about ways to reduce energy use and shape perceptions about the importance of reducing energy usage	SW and PA	4.6	
Increase adoption of energy efficient actions and behaviors (Example: Turning off lights, unplugging appliances when not in use)	SW and PA	4.4	
Increase awareness of local and regional energy efficiency and demand response programs	SW and PA	4.3	
Reduce customers' electricity and natural gas use, compared to pre-campaign energy usage	SW and PA	4.2	
Align the campaign with customers' internal, social, or external motivations	SW Campaign	3.6	
Increase awareness of the EUC brand	SW Campaign	3.3	

Participants (1) identified the objectives that should be used to assess the effectiveness of California's ME&O campaigns and (2) ranked the importance of these objectives using a 1-5 scale, where 1 = not at all important and 5 = extremely important.

Metrics for Assessing Increased Participation in Local and Regional Energy Efficiency and Demand Response Programs



High Priority Metrics

- Local campaign-targeted action and behavior changes
- Program enrollment

Supplemental Metrics

- Program inquiries and engagement rates

- Several participants suggested that local program participation is just one component of an overarching campaign goal to encourage customers to adopt an energy-efficient lifestyle
- There was recognition that different PA programs have different target outcomes so specific action and behavior change metrics will vary by program



Metrics for Assessing Awareness about Ways to Reduce Energy Use and Perceptions about the Importance of Reducing Energy Usage



High Priority Metrics

- Attitude and attitude strength
- Self-efficacy
- Intent
- Knowledge/level of clarity
- Importance
- Perceived Norms

- Participants recommended that some knowledge and perceptions metrics including “level of clarity” should also be used for pre-testing campaign messaging and content
- There was acknowledgement of the cognitive gap between customer knowledge/attitudes/perceptions and action/behavior changes



Metrics for Assessing Increased Adoption of Energy Efficient Actions Behaviors and Reductions in Electricity and Natural Gas Use



High Priority Metrics

- Actions and behavior changes
- Intent

Supplemental Metrics

- Persistence of actions and behavior changes
- Social diffusion

- Most participants believe best practice is to measure these outcomes in the most direct way possible
- Experts reported public health campaigns can reasonably expect to motivate behavior changes in 5% to 8% of the population per year for persuasive campaigns (Snyder and Hamilton)



Key Considerations for Pursuing Reductions in Customers' Electricity and Natural Gas Use

- In California, the achievement of electricity and natural gas use reductions is inherently tied to time and locational nature of the types of behaviors that ME&O campaigns choose to promote
- If achieving reductions in electricity and natural gas use becomes a priority for the SW campaign, we recommend using three criteria to identify target behaviors:
 - What is the present energy reduction (or alternatively greenhouse gas reduction) impact of the energy efficiency behaviors that are under consideration?
 - What is the current level of adoption of these behaviors among the target audience?
 - What is the likelihood that the target audience will adopt the new behaviors that are not currently part of their habits?



Metrics for Assessing Increased Awareness of Local and Regional Energy Efficiency and Demand Response Programs



High Priority Metrics

- Unaided awareness
- Aided awareness

Supplemental Metrics

- Familiarity
- Reach and impressions
- EUC website lead generation

- There is a perception that the EUC online lead generation tracking system is not fully implemented, creating a barrier to measuring lead generation
- Participants differed in their views on the nature of EUC's lead generation role
- Some participants suggested customers may have a hard time differentiating between local programs



Key Background Context for Assessing Alignment of the EUC Campaign with Customers' Internal, Social, or External Motivations

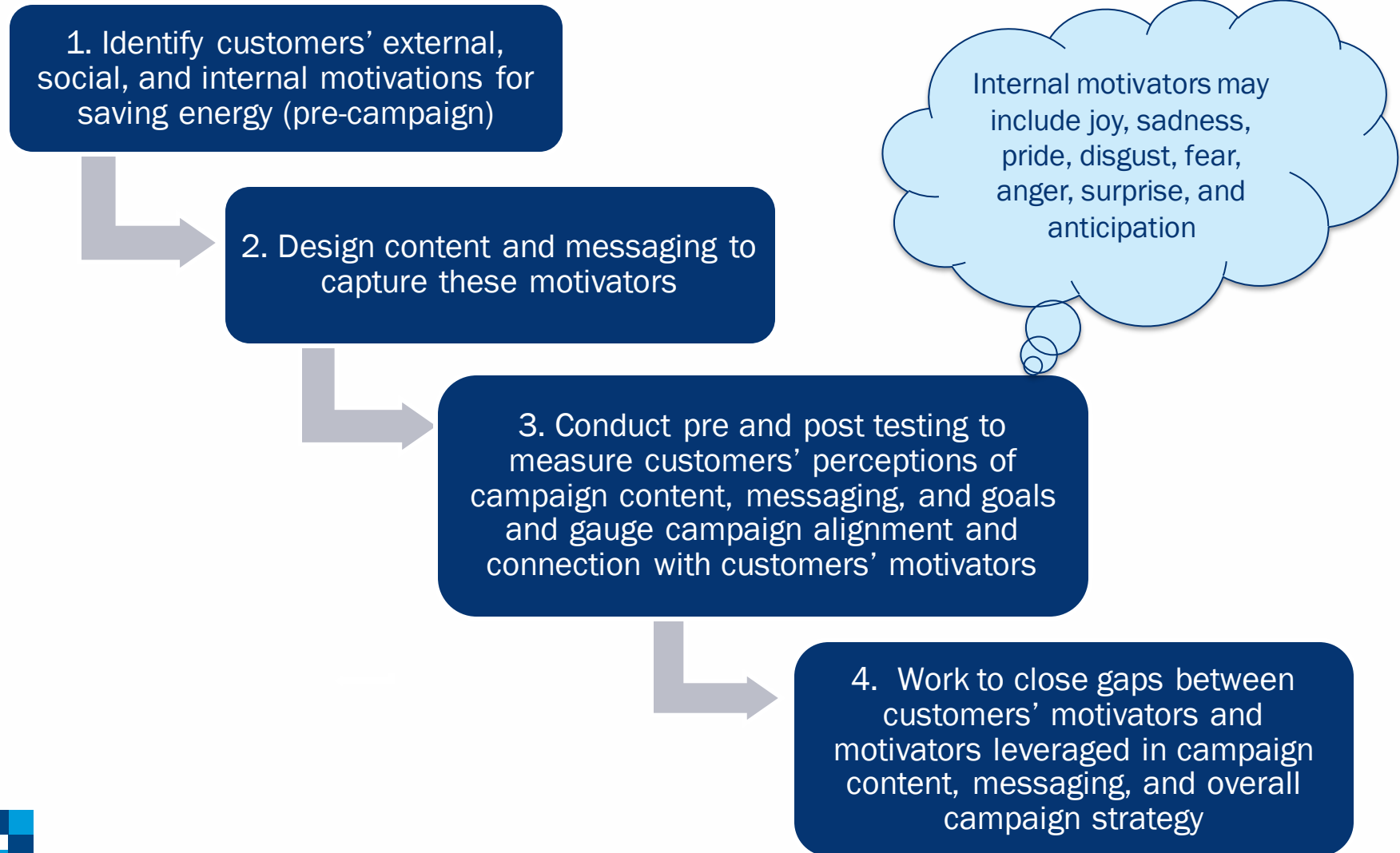


- This objective is unique from other prioritized objectives because it pertains to campaign design and execution
- The basis of this objective draws on Harvard Business Review research that reveals the value of leveraging customers' emotional motivators
 - “Emotional motivators provide better gauge of customers' future value to a firm than any other metric, including brand awareness and customer satisfaction, and can be an important new source of growth” –Harvard Business Review (2015)
- Within the Delphi, some participants recommended using customer journey mapping and segmentation approaches to: 1) identify motivators for sub-groups of customers and 2) inform the development targeted content for each sub-group

Harvard Business Review Source: <https://hbr.org/2015/11/the-new-science-of-customer-emotions>



Measurement Process for Assessing Alignment of the EUC Campaign with Customers' Internal, Social, or External Motivations



Metrics for Assessing Increased Awareness of the EUC Brand

High Priority Metrics

- Unaided awareness
- Aided awareness
- Brand salience

Supplemental Metrics

- Website lead generation
- Familiarity
- Reach and impressions
- Brand advocacy

- There was a lack of consensus among participants about the importance of measuring EUC brand awareness as a campaign objective
- Participants discussed the importance of measuring customer awareness of EUC brand elements beyond just the name and logo
- Marketing experts suggest campaigns generally need to reach 30 to 40% of the target audience (aided awareness) to motivate behavior changes



Overview of High-Level Findings

- Experts and key stakeholders agree on a core set of metrics for assessing achievement of specific campaign objectives
- These metrics should be codified in marketing and evaluation plans with coordination around what data will be collected by whom and on what time table
- Stakeholders agree that multiple methods and data sources should be used to triangulate results related to campaign outcomes



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